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- ✍ Providing expertise on systems analysis, including performance enhancement, tuning, network re-design, and integration of new and existing technologies.

- ✍ Providing expertise in the design of support infrastructures, including network administration and management, help desk design, and procurement and asset management processes.

- Logical and physical planning of LAN/WAN projects.

- Providing detailed LAN system audits.

- Performing needs analysis and providing complete documentation of customers' IS processes.

- Conversion/migration planning and implementation.

- Providing comprehensive Internet e-business consulting.

- Providing engineering consulting regarding Enterprise wide-area-networking **over** the Internet.

- Providing engineering consulting regarding the integration of Internet to messaging and Groupware platforms.

- ✍ Providing security and disaster recovery planning and implementation.

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PROJECT MANAGERS (2)

Duty Statement

Our Project Managers have at least four years experience in the management of projects/tasks similar in scope and requirements to current programs within the State of California. They have experience in planning, organizing, directing, and controlling project resources. (i.e. managing product acquisition schedules with manufacturers and distributors) and overseeing medium to large scaled IT Projects comprised of sub-projects and distinct deliverables. They are responsible for organizing highly complex activities for the development, implementation, and maintenance of large IT projects. As well as, managing to completion - performance, cost and time goals, while ensuring that the project is meeting the customer's project requirements and, provides formal reporting to CompuCom management and agencies regarding project status.

Principal responsibilities and duties include:

Provides business, technical and personnel management for individual projects, such as engineering studies, computer applications and systems development.

Plans, directs and coordinates the acquisition and development of new business to an operational account stage.

Initiates, supports and participates in negotiations with perspective customers.

Analyzes effects of project upon various operating and support areas, such as information processing/data centers, assembly and manufacturing, to determine the most practical and cost effective method to obtain the required resources.

Provides guidance to project team and management in directing development of new applications and formulating contingency plans in areas such as schedule revisions, manpower adjustments, fund allocations, and work requirements.

Project Management

Develop and manage project budgets

Create project plans and work breakdown structures

Define and control project scope and issues

Ensure communication related to integration topics

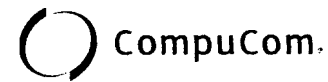Provide project and integration risk analysis and management

Deliverable Management

Ensure project deliverables;

Define strategies to deliver work products

Provide quality assurance of work products

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Staff/Team Management

Manage interface team members (including vendor staff, customer staff and contract resources) to meet project deadlines

Negotiate with vendors

Customer Coordination

interact with customers to identify IT solutions

Collaborate with customers in developing and executing project plans

Communicate with other IT departments as needed to insure that project deliverables meet the State Computer Store customers' standards.

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SERVICE TECHNICIAN **(10)**

Duty **Statement**
Our Service Technicians will respond to dispatch assignments usually involving the installation, repair, and/or maintenance of personal computer hardware equipment peripherals at our State Computer Store customers' location. Each technician follows defined customer account and/or department policies and procedures.

Principal responsibilities and duties include:

Providing standalone installation and setup for systems purchased through the California State Computer Store.

Identifying system problems and determine the most efficient and cost-effective way to resolve the problem utilizing a systematic troubleshooting approach and appropriate technical documentation, diagnostic, and maintenance procedures.

Performing the necessary hardware and peripheral repairs; thereby, keeping customer downtime to a minimum.

Determining the efficient utilization of CompuCom resources with respect to client service calls including parts, tools, inventory, as well as set priorities based on contract terms, parts availability, replacement, and time restrictions.

Installing and testing system hardware at the customer site.

Completing all required documentation involved in a service call to ensure accurate billing with respect to warranty or contract.

Researching and disseminating hardware literature to keep abreast on new product/service developments and announcements.

Maintaining manufacturer authorizations on products sold through CompuCom.

Ensure local service operation goals for customer satisfaction, expected number of daily call closures, response time via phone or on site, call completion time, parts usage, first time fix, call backs, and communication with customers, field support services representatives, management, and sales are accomplished.

Escalate service problems and issues to service managers or lead client service engineers as appropriate, including service calls exceeding commitments with regard to response time, repair time, lack of spare parts, training requirements, or any other potential/actual customer satisfaction problem.

Represent the State Computer Store in a professional and business like manner and communicate effectively with the customers of the Store.

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BUSINESS DEVELOPMENT MANAGERS (3)

Duty Statement

Our Business Development Managers have an in depth understanding of the strategic implications of a changing competitive environment, dynamic technological trends, and a wide variety of partnership opportunities. They will work cohesively with the General Manager, Contract & Marketing Manager and Technical Consultants in the development and implementation of strategic alliances, partnerships and market penetration plans within the State of California.

Principal responsibilities and duties include:

Forging processes in business relationships with various state agencies.

Maximizing the value of partnership and sharing success in new partnerships and businesses.

Launching new strategic business opportunities.

Work with central Business Development Group in spanning the state.

Strategically identify desirable partners, with regards to fit with business objectives, revenue opportunities, and innovative business models.

Selling and increasing the company's market share of products and services by initiating outgoing telephone contacts to new and existing customers.

Demonstrate a high level of understanding of the State Computer Store contract including the products and services that are sold and be able to communicate the value of the these products and services to new prospects.

Developing and advancing strategic partnerships with vendors, manufacturers and solution providers to assist our customers in vertical market solutions.

Develop accounts including forming strategic alliances, partner with customers to maximize revenue opportunities.

Responsible for the revenue and market share growth of assigned emerging accounts as designated by the General Manager.

Initiate and maintain good communication with customers regarding their requirements and preferences.

Develop and implement strategic relationships and alliances with various technology innovators.

Prepare and deliver concise results and recommendations to senior management.

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TELEMARKETER (3)

Duty Statement

Our team of Telemarketers' sole responsibility is to promote the California State Computer Store and products and services offered through the Store via telephoning both potential and existing customers. This telemarketing team will rely on instructions and pre-established guidelines from the General Manager and Contracts & Marketing Manager in order to perform their telemarketing functions. They will also have the responsibility of tracking and monitoring the success of the various telemarketing campaigns.

Principal responsibilities and duties include:

Introducing existing and potential customers to the new California State Computer Store via telephone marketing campaign.

Introducing existing and potential customers to the new products and services as they become available through the California State Computer Store.

Promoting special events such as commencement conferences, seminars, manufacturer-sponsored events, etc.

Working with the Contract & Marketing Manager in measuring the effectiveness of marketing campaigns.

Other duties as required.

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S O FT WARE S PECIALIST (2)

Duty Statement

Our Software Specialists, subject matter experts, are an integral part of our State Computer Store team and will help customers of the State Computer Store to understand the various State licensing programs, assist with issues such as asset management and licensing compliance, help coordinate technical resources from the software publishers, and define a software strategy. They will also act as the customer advocate in the understanding and maximization of software licensing agreement programs, thus helping state agencies chose the options that best fit their requirements.

Principal responsibilities and duties include:

Assisting end-users in the integration of software procurement into their overall technology acquisition, deployment and management strategy.

Providing assistance to customers to understand products pools, pricing levels and order processes.

Tracking, monitoring and reporting software license compliance, in order to ensure adherence to the State of California's software licensing program.

Providing customized software management reports upon request by our State Computer Store customers.

Provide media duplication services, which will allow agencies to distribute backup images for emergency reloads, new applications, or data updates throughout **the State** of California.

Distribution of license proofs to various state agencies.

Maintain strong relationships with existing and new software publishers and distributors.

Overseeing warranty programs with various software publishers, to ensure that you receive the full extent of your warranty service.

Coordinates the ordering and delivery of demonstration software.

Tracks key software publishers and programs to keep customers aware of beta software offerings, pre-release and new release software products.

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C3. ELECTRONIC PRODUCT AND PRICING CATALOG & ORDER TRACKING AND STATUS SYSTEM

"California is the birthplace of the Information Age, information technology, properly applied and managed, is essential for the success of our efforts to improve government services."

Gray Davis
Governor for the State of California

WELCOME TO COMPUCOM'S VERSION OF THE ELECTRONIC PRODUCT AND PRICING CATALOG & ORDER TRACKING AND STATUS SYSTEM.

Governor Davis' sentiments perfectly summarize the simple truth to CompuCom's proposed Electronic Product and Pricing Catalog & Order Tracking and Status System. CompuCom has combined data warehousing and the Web to develop a secure Web-based application called "Web Services"— a winning combination for our customers. Using our secured Web Services system, our customers can access the State Computer Store's Electronic Product and Pricing Catalog & Order Tracking and Status System or have access to their very own custom catalog, invoicing information and download data directly from CompuCom's award-winning Data Warehouse, without ever picking up the phone.

This on-line order fulfillment tool is easy to access and allows our State Computer Store customers to view extensive information about all products and services; availability, pricing and order status, in a user-friendly format. Web Services also provides trend analysis tools through management reports that can be easily downloaded directly to your PC. With Web Services, our customers can streamline their procurement process and ultimately reduce their support management costs.

Award Winning Data Warehouse and Web Services

CompuCom's award winning Data Warehouse and Web Services is a central repository for all agency-specific account information. On a daily basis, sales and service data is downloaded from various back office systems and is collected in our Data Warehouse. CompuCom uses this information to assist agencies in developing product planning and service strategies as their needs occur. With convenient access to Web Services our on-line Electronic Product and Pricing Catalog & Order Tracking and Status System, customers can generate sales and service reports upon demand. Armed with this information, our customers will be able to identify trends and make strategic decisions in accordance with their agency's goals. This information enables our customers to maximize their return on IT investments and to focus on core strategic issues.

As result of our effort to continually improve service to our clients, CompuCom has received recognition for its pioneering use of the Data Warehouse and Web Services. The Data Warehouse Institute presented CompuCom with the "Best Practices Award" in the "Warehouse on the Web" category in both 1996 and 1996 With our commitment to excellence, CompuCom would like to bring this service to the State of California.

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"FEATURES" OF THE ON-LINE WEB BASED SYSTEM

The Web-based procurement and management system proposed for the State of California' s Electronic Product and Pricing Catalog & Order Tracking and Status System is a robust tool for purchasing, tracking information, generating reports, and maintaining control over your distributed technology environment. Below is a summary of the full-bodied features available to our State Computer Store customers:

☑ Ease of Use

The Electronic Product, Pricing and Order Tracking and Status System is accessible through the Internet and communicates in and to all platforms including Windows and Macintosh. The architecture is simple but ambitious. End users will find a high-speed, graphical user interface on-line catalog filled with tools that will make their job easier and more efficient.

☑ Powerful Search Engine

Web Services contains a search engine that at a minimum will that allow our customers to quickly locate the precise information they are looking for. Our government customers will have the ability to search by:

- ?? Manufacturer
- ?? Energy Star
- ?? Keyword Descriptions
- ?? Manufacturer Part Number
- ?? Product Category
- ?? Sub Category

This feature will become a prime source for gathering information regarding products and services under the State Computer Store; allowing the end-user to make an educated purchasing decision.

☑ Customized Catalog Capability

In addition to the State Computer Store on-line Electronic Product and Pricing Catalog & Order Tracking and Status System, CompuCom will offer State Computer Store customers, " Free of Charge" , their own customized web site, to access client-specific product information and access to sales history that is specific to their account(s). Our customers can view their own on-line catalog that lists all their chosen vendor products available through the State Computer Store contract. We will work with each of our customers to set up product standards that will meet their unique needs. With the click of a mouse, end users can reach product information quickly and add it to a shopping cart to create quotes and orders, once the State has approved the activation of the " Purchase Order" mechanism.

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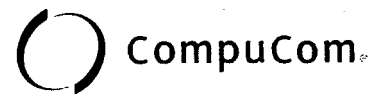
EASY ACCESS TO FULL PRODUCT DESCRIPTIONS

The best decision is an informed decision. More than **90%** of all the products offered through the State Computer Store Catalog (both on-line and hard copy) have full product descriptions. Our customers can access product specific detailed information and/or full product descriptions on a specific product item including availability of the product, and a full-color " Specifications Data Sheet" .

Within Web Services our customers can access the product specific detailed information and/or full product descriptions simply by clicking on the " manufacturer part number" in the " Product Look Up" window.

Product Lookup

This will take you to a " Product Details" window where you can access additional information about the specific product item including availability of the product as shown on the following page.

Product Details

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And with a click of the mouse on the " Eye Glass" icon, you will be able to view a full-color " Specifications Data Sheet" (full product description) on the product item. For additional samples of our full product descriptions, both online and hard copy versions, please turn to the back of this section.

Specifications Data Sheet

☑ Updated, Accurate Pricing

Obtaining current pricing for single product items or bundled products is simple. The CompuCom Data Warehouse is updated daily by CompuCom's internal Information Systems Group. Therefore, the Electronic Product and Pricing Catalog & Order Tracking and Status System will be updated every 24 hrs, no later than 6:00 a.m. Pacific Standard Time. This process is handled electronically via CompuCom's Customer Pricing Tool as pricing or products are changed, added or deleted. The Electronic Product and Pricing Catalog & Order Tracking and Status System will be updated with product " add, changes and/or deletes" as approved by the State Contract Administrator.

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✍ Reliable Product Availability Information

Web Services provides product availability information for each item in thecatalog.
Constrained items are identified with a "Y" next to the applicable product.

✍ Service Offerings

- ?? Standalone Installation Setup
- ?? Network Upgrade Services
- ?? Network Management Services
- ?? Help Desk Services
- ?? Network Design and Installation
- ?? Strategic Design
- ?? Network Troubleshooting
- ?? On-site Engineering Services
- ? Other Service Offerings as they become avaliable

✍ Manufacturer Links

You will be able to quickly link to manufacturers of State Computer Store products and
access detailed information about the manufacturer and the new products they are
developing.

✍ Quotes and Price Comparisons

To create a quote, you simply select the items from the on-line catalog and add them to
your shopping cart by clicking on the Cart icon. Once you have made your product
selections, you have the option to create a quote. To streamline your internal approval
process, you can e-mail your quote to your purchasing agent for budget approval. You
may also print out quotes or save them for 60 days. These options minimize time spent
generating paperwork and simplify the procurement process.

✍ Cal Card On-line Ordering

Currently the State contract only allows for Cal Card purchases to be processed via
telephone or fax. At such time that the State is prepared to implement on-line ordering,
Web Services has the capacity to "flip the switch" and initiate Cal Card transactions.

✍ Configuration Lookup

The Configuration Lookup feature allows you to view your agency's pre-approved
custom configuration criteria. The configuration details displayed within this feature
consist of the hardware and software used to complete the configuration, as well as
detailed configuration instructions.

✍ Easy Access to On-line Real Time Order Status and Tracking

With the click of a mouse our State Store Customers can track their orders. Within the
Electronic Product and Pricing Catalog & Order Tracking and Status System, you can
enter a customer "Purchase Order Number" or a "CompuCom Order Number" and
quickly access real-time order status, including backordered and invoiced product, and
track each step of the acquisition process directly from your PC, including shipping
method, waybill, and point of destination. Below is a detailed list of order information that
can be obtained:

⟳ **CompuCom**®

- Open Orders
- Partial Orders
- Back Orders
- Outstanding Orders
- Purchase Price
- Order Number
- Status of Configured Orders
- Total $$ Spent

✎ Quantities purchased
✎ Shipping Method
✎ Requested Ship Date
✎ Received By
● Date Shipped
✎ Date Delivered
✎ Quantities Shipped
✎ Waybill Information

☑ Invoice Tracking

Through the Invoice Lookup feature you can search invoices as listed below:

✎✎ Invoice Number
✎✎ Purchase Order Number
✎✎ CompuCom Customer Number
✎✎ Date Range

✎✎ Date Shipped
✎✎ Total Dollars Spent
✎✎ Service Type

☑ Access to Asset Information

Within the Electronic Product and Pricing Catalog & Order Tracking and Status System our customers will have access to detailed asset information. This easy-to-use interface allows you to look up a wide range of information for all systems and servers procured through the State Computer Store. Our customers can review descriptions of each asset shipped, including manufacturer part number, model, serial number, customer asset tag # (if requested by customer to be placed on the system), and unit price.

In addition, this tool will allow our State Computer Store customers to review system configurations even before they arrive at their location for deployment. This tool gives our customers easy access to a wide range of asset information with minimal administrative effort.

☑ **Work Order Lookup**

This Work Order Lookup feature allows you to view the status of open service work orders, as well as the history of your work orders. You can easily access this information using a date range or with fields such as: Purchase Order Number, Zip Code or Contact Name.

☑ **Bulletin Board**

Designed to serve as a centralized information source this feature allows communication between the Customer Service Center and end users of the State Computer Store.

In addition, this feature allows you to view messages that have been posted by CompuCom on behalf of the State' s Contract Administrator. The Bulletin Board provides a method of communicating Web Services enhancements as well as State Store-specific

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information such as seminars and meetings. In addition, the Bulletin Board will contain a State Computer Store personnel list, links to the DGS Web Site, and a printable Technical User Guide that is in addition to the Help feature.

Electronic Forum/Chat Room

On the Home Page of the Electronic Product and Pricing Catalog & Order Tracking and Status System, you will have the ability to access an Electronic Forum/chat room. This platform is designed as a forum to encourage dialog between State Store customers for the sharing of ideas/questions, solutions and strategies, etc. This Electronic Forum/chat room will be monitored by CompuCom staff, who reside in the Customer Service Center, in Sacramento. As part of our marketing effort we will make public to our State Store customers this " cool" feature.

Customer Satisfaction Survey

CompuCom will work with the State Contract Administrator to design this survey. The survey will be available through Web Services and the results will be automatically e-mailed to both CompuCom's State Store Contract Manager and the State' s Contract Administrator.

Manufacturer Showcase Banners

These Banners will feature manufacturer information on new " hot" products offered through the State Computer Store.

Frequently Ordered Products

An additional feature we are offering to our customers is Standard Bundles. This allows agencies and end users to view products that are " frequently ordered" through the State Computer Store..

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HELP FEATURE AND TECHNICAL USER MANUAL

Within Web Services you can click on the Help button, and you will se a list of help
pages. These detailed outline how to use specific features of the on-line catalog. In
addition to the on-line Help feature, CompuCom has created a Technical Users Manual
that provides a road map to help you navigate through the Electronic Product and
Pricing Catalog & Order Tracking and Status System. A copy of this manual is included
at the end of this section.

☑ Easy Access to Standard and Customized Reporting

State Contract Administrator-Within the Electronic Product and Pricing Catalog &
Order Tracking and Status System the State Contract Administrator will have full access
to detailed information and reporting capabilities for all purchases made through the
State Computer Store.

Agency Administrator – Within the Electronic Product and Pricing Catalog & Order
Tracking and Status System an Agency Administrator will have full access to detailed
information and reporting capabilities for their agency on purchase made through the
State Computer Store.

Through the Electronic Product and Pricing Catalog & Order Tracking and Status
System you select a subject area (several are listed below) and define a time range and
a list of specific fields you require. An ASCII-tab or comma-delimited file is produced
within minutes and sent to you via e-mail. You pull the file from e-mail or your Web
Services site and download it into the application of your choice, such as Excel or
Access. From there, you can arrange the data as needed for internal reporting
requirements. Additionally, you can request a subscription to receive customized data
downloads on a daily, weekly, or monthly basis. Some of the downloads available
include:

?? Accounts Payable	?? Invoice History
?? Asset Management	?? Order Tracking
?? Birth Certificate	?? Product Catalog
?? Problem Management	?? Shipment Tracking
?? Product Bundles	?? Software Management
?? Original Order	

☑ System Birth Certificate

CompuCom electronically records complete system data, including: CPU type and
speed, disk size, memory configuration, Windows *.ini file details, and a complete
inventory of all software products loaded for every desktop, laptop, and server
configured. This record is called the Birth Certificate. When you download the
information it contains, you are armed with accurate baseline information for each
configured system purchased through CompuCom.

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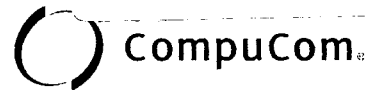
Being fully informed on your asset costs, both in terms of original price and ongoing support, enables you to make the best strategic decisions for your organization including:

- Developing critical strategies for new technology **rollouts** across specific departments or entire agencies;

- Managing your acquisition costs so that you maximize software licensing agreements and prevent over buying;

- Identifying when systems need to be replaced; and

- Determining when users need more advanced training.

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HARD COPY AND CD ROM CATALOG

In addition to the Electronic Product and Pricing Catalog & Order Tracking and Status System, CompuCom will publish and distribute a hard copy catalog, along with a CD ROM version of the catalog free of charge. CompuCom will survey our existing State Store customers as well as potential customers to determine the type of catalog they prefer. The Hard Copy and CD ROM catalogs will be a derivative of our on-line catalog. At the end Section C3., we have included full product description sample pages from both the hard copy/CD ROM Product and Pricing Catalog and the online Electronic Product and Pricing Catalog & Order Tracking and Status System.

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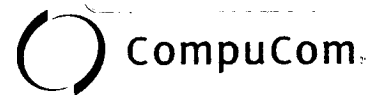
D3. MARKETING PLAN

THE ERA OF E-GOVERNMENT: AN EXECUTIVE PROMISE

What could be better than an organization' s Chief Executive putting the key in the ignition of the machine that will lay a new layer of pavement on the information superhighway? Governor Davis has done just that in his Executive Order, D-17-00, to enter an era of e-government. As declared by Governor Davis, information technology properly applied and managed, is essential for the success of the State' s efforts to improve government services. The State Computer Store, with the right marketing plan, can help lead State and other public agencies into the world of e-government, and help make the implementation of the Governor' s Executive Order a reality.

The business world has changed in the five years since the State Computer Store hit the Internet, and those changes have called for rethinking and retooling Web business. Users, new and experienced, are expecting more from Web sites every day. Gone is the day that functionality was all a site had to offer. Today' s State Computer Store Web site needs to offer a fast, real-time, easy to use, visually appealing resource that can be quickly drilled down to a page that' s tailored to the customer' s specific need.

Even the best-designed site, backed up by the best products and service is of no use unless you can lead potential users through the virtual door.

A PROPER INTRODUCTION ▪ THE PROCESS OF BRANDING

While CompuCom' s State Computer Store will never become an idea as widely recognizable as say, Uncle Sam, in well target circles of IT decision makers and buyers in State and public agencies, it will certainly become a familiar concept. With careful design and selected repetition, every time a direct mail, electronic promotion, or advertising piece is dispersed, it will integrate a look and feel that will become instantly recognizable. That' s what branding is all about▬ establishing a sort of mental shorthand that makes the job of getting your message across to your prospects and customers more efficient and effective.

CompuCom proposes using the term " e-Source; California' s Technology Solution" as the name of the State Computer Store. The goal of this marketing plan is to instill the idea that *e-Source* is the solution to the task of IT acquisition for government agencies throughout the state. If you have a copy job that isn' t run-of-the-mill and needs to be done quickly and accurately, don' t you immediately think of Kinko' s? When the need for computers, peripherals or software arises, your customers will think of e-Source.

IMPLEMENTATION -COMMUNICATING THE MESSAGE

DIRECT MESSAGE ▪ STEP ONE

By the time CompuCom' s State Computer Store marketing plan is in full swing, there shouldn' t be a single potential customer between the Oregon and Mexico borders who hasn' t heard about the robust offerings of e-Source. This will be accomplished through a

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multi-pronged approach to delivering the message of the features and benefits of **e-**Source and conveying the idea that making IT decisions through the State Computer Store is the way of the future for California's public entities.

Making buyers out of potential customers is no small task. The e-Source message needs to be delivered to the target audience multiple times through multiple avenues. We will begin this mission with a tangible, hard copy message.

Pieces like the one following will be regularly sent directly to CompuCom's customized State Computer Store mailing list. This list has been developed and continually revised and updated by State Computer Store staff over the last five years and has evolved into a comprehensive, precise means to reaching existing and potential customers. It contains the names of well over 4,500 people across the state whose job it is to influence or make buying decisions and those who sign the purchase orders; Information Technology Managers and Purchasing Agents. The list contains names of individuals in State and public sector agencies, K-12 and higher education entities, cities and counties, and special districts across the state of California.

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e-Source California's Technology Solution

*The **strength** of the State of California,
the **expertise** of CompuCom, the
power of the Web'*

The California State Computer Stow, operated by
CompuCom, is a joint Partnership with the Department
of General Services. Bringing a vast selection of IT products
and services under one competitively bid contract,
e-Source can make your purchasing process smpkr than
ever. e-Source is the one source for all your IT needs.

● One-stop technology acquisition source
● Pre and post-sales consultation
● Technical Representatives state-wide
● Distribution and configuration services
● Electronic catalog and order tracking system
● Award-winning data warehouse
● Complimentary custom Web site
● Post-sales service and support
● Seminars and executive briefings

Solutions for IT procurement r&t from your desktop

Streamlined procurement—all products and services
have already been competitvely bid

One stop source for all your hardware and
software needs

Technical Planning and support that is comprehensive
and unparalleled

The California State Computer Store

Operated by

COMPUCOM

Let us *send you a demonstration
CD-ROM and catalog.*
Call **800-915-9373** or *visit
http://soc.CompuCom.com*

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ELECTRONIC DISTRIBUTION

It seems only natural to also promote the virtues of e-government by electronic means. CompuCom is continuing to develop an electronic mailing list. Currently, our database is a well-targeted and precise subset of the direct mailing roster. Success in a recent campaign to expand on this medium bodes well for using e-mail as an immediate, efficient means of delivering your message.

E-mail lists must be treated very carefully. Aggressively pursuing addresses simply for the sake of creating a massive database is counterproductive. CompuCom' s objective will continue to be collecting addresses of customers who willingly wish to receive electronic marketing material. All correspondence will include a convenient means for recipients to opt out of the list.

CompuCom will continue to build the State Computer Store e-mail marketing list through peer-based referrals. Each e-mail piece will include an opportunity to provide addresses of colleagues who may want to be included in distribution, and State Computer Store Telemarketers and Technical Consultants will routinely offer to add clients to the electronic list.

The California Association of Professional Procurement Officers (CAPPO) maintains an e-mail database of its membership. CompuCom proposes renting this database and preparing a special introductory promotional piece for this campaign segment. It will be particularly important that this piece begin right up front with a clear, easily accessible option out feature.

TRADITIONAL ADVERTISING AND PUBLIC RELATIONS - MULTIPLYING THE MESSAGE

There is an old marketing adage that says, " Pay for advertising, pray for press coverage." There certainly is some truth to this. Paying for advertising is the only guaranteed means to external media exposure. But a little creativity and media savvy can go a long way to garnering media coverage when you have a good story and tell it well.

Good media outlets receive press releases every day. Editors don' t, however, often receive them as part of a media kit that stands out from the rest. How about getting their attention by giving them the chance to sample what e-Source is all about with the click of a mouse? The cornerstone of CompuCom' s e-Source media kit will be a demonstration CD-ROM. This demo CD-ROM will take users on a step-by-step guided tour of the State Computer Store Electronic Product and Pricing Catalog & Order Tracking and System Web site. Putting a copy of this CD-ROM in the hands of editors of targeted publications will allow them to see for themselves the features of the State Computer Store.

THE INTRODUCTORY CAMPAIGN

Advertising in well-chosen publications is the sure-fire way to deliver a specific message of the " new" *e-Source' s* robust features and benefits. Pairing advertising with press release feature articles adds the benefit of grabbing the reader' s attention with key point

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advertising that you have complete control over, then following up with narrative detail in an editorial format. In many cases press releases will be perceived as more newsworthy when they are prepared with the State of California seal and Department of General Services logo. This will eliminate a potential bias from editors that the content may be too commercial. CompuCom will prepare the releases and submit the material to the Department of General Services for approval and determination of which logo should be used. Once approval has been received, CompuCom will do all the legwork — from printing to distribution.

The following publications (listed alphabetically) are among the media outlets to be targeted for press release and/or advertising submissions. All outlets will be contacted during the introductory campaign conducted during the first quarter of operation.

- CA Computer News
- CA Journal
- CA Magazine
- Cal County
- CA Association of Special Districts Newsletter
- Capitol Weekly
- CASBO Journal Buying Guide
- CASBO Magazine
- Civic.Com
- State & Local Government Computer News
- Government West
- GT Magazine
- Sacramento Business Journal
- Western City Magazine

RFP DEPARTMENT OF GENERAL SERVICES – 9014
Volume I - Response to Requirements
C – Response to Statement of Work (Section VI)
Part Three Response

CompuCom

The following frame is an example of a proposed *e-Source* advertisement.

Ad layout: 8.5 X 5.5

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internal Press Releases

With Department of General Services' approval, press release features in internal State publications will lend a tremendous amount of credibility to *e-Source* and provide a great opportunity to deliver a strong internal message. Quotations from the Governor's office will be the cornerstone of this portion of the campaign.

The Ongoing Marketing Campaign

CompuCom will keep a watchful eye for opportunities to generate newsworthy press releases. Advertising will be placed, with Department of General Services' approval, on a regular basis. Below is a sample of a media advertising calendar for the four quarters following the introductory campaign.

Quarter 1	Quarter 2	Quarter 3	Quarter 4
CA Computer News	CA Journal	CA Magazine	Cal County
CA Assoc. of Special Districts Newsletter	Capitol Weekly	CASBO Journal Buying Guide	CASBO Magazine
State & Local Government Computer News	Sacramento Business Journal	Civic.com	Western City Magazine
GT Magazine	Government West		

E-MARKETING • MAXIMIZING THE NET

Not unlike more traditional means to garnering media placement, CompuCom will submit media kits to the gatekeepers of select Web sites and electronic newsletters. The content and message of the kit will be similar to that sent to conventional outlets, but will be tailored to electronic media and will either be e-mailed to the Webmaster or sent in hard copy and on a diskette.

Submit feature articles on key State Web sites such as:

- Department of General Services

- Information Technology

- Governor's Office

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Release feature articles to external electronic newsletters and Web sites as approved by the Department of General Services:

- *Govtech.net* (Government Technology)

- *Cacities.org* (California League of Cities)

- *Csac.counties.org* (California Association of Counties)

- *Naspo.org* (National Association of Procurement Professionals)

- *Nasire.org* (National Association of Information Resource Executives)

Create hyperlinks to e-Source from key State Web sites such as:

- Department of General Services

- Information Technology

- Governor' s Office

QUARTERLY NEWSLETTERS

Direct mailed newsletters can be an effective means of maintaining positive contact with customers and prospects, but only when the focus is on delivering useful information in an accessible, entertaining package.

CompuCom proposes creating a quarterly e-Source newsletter. The inaugural issue will focus heavily on the many ways e-Source can aid agencies in fulfilling the Governor' s Executive Order message. Subsequent issues will contain articles such as new product evaluations, customer case histories, industry trend summaries, a problem/solution corner, and a question and answer column.

In addition to mailing the e-Source newsletter to the State Computer Store database, we will post current issues on the Electronic Catalog Web site, and e-mail copies to customers who prefer an electronic copy.

EVENTS ▪ BRINGING THE BUYER ON BOARD

Reaching your prospects and customers on paper and over a computer screen is one thing, but coming together under one roof will create an opportunity to take the *e-Source* marketing campaign to the next level. Our customers will have the opportunity, to get to know CompuCom' s Customer Service Center staff, to hear from featured speakers, experience hands-on side by side product demonstrations, and exchange ideas with colleagues from a spectrum of agencies.

CompuCom will attend a total of four conferences each year. Two in Northern California and two in Southern California. Here are some of CompuCom's highlights for the conferences attended: